

October is Family Violence Awareness Month

Lunch provided





OCTOBER 10		.
3rd (Thu) 10 am	Post Traumatic Stress Disorder and Domestic Violence	Desert Vista
9th (Wed) 12 pm	Family Advocacy Center	MIHS Aud. #2
10th (Thu) 12:30 pm	Child Abuse and Violence Referrals	MIHS Aud. #4
10th (Thu) 12 pm	Substance Abuse and Domestic Violence	MIHS Aud. #2
16th (Wed) 12 pm	Sexual Assault Nurse Examiner Program	MIHS Aud. #2
17th (Thu) 11:30 am	SPECIAL EVENT	MIHS Aud. #1-4
22nd (Tue) 12 pm	One Woman's Story	MIHS Aud. #2
25th (Fri) 7 am	Forensic Documentation of Injuries	St. Joe's-Old Goldman
12 pm	Screening and Documentation of Domestic Violence and Elder Abuse/Forensic Documentation of Injuries	MIHS-Aud. 1&2

Interested in donating clothes, cell phones or money to assist families affected by violence?

Call 344-1545













Special Thanks for their support:

Jennifer Dunn - MedPro

Tom Ambrose - Phoenix Suns

MIHS - Human Resources

Larissa Spraker and Sarah Harper
MIHS – Department of Public Relations/Marketing

Isabel Rankin - MIHS - Department of Medicine

Todd Serrano - TAP Pharmaceuticals

Mimi Hoffman - McNeil Pharmaceuticals

Tomi Burnand - Ortho-McNeil Pharmaceuticals

Brett Baccus - Wyeth-Ayerst Pharmaceuticals

Value Options

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Overview

The Domestic Violence Awareness Month events sponsored by the Center for Healthcare Against Family Violence consisted of lectures and an awards ceremony. There was also a special event for social service agencies to display their services to medical providers. Overall, ten events took place over seven days in October 2002. This was the first year that Center-sponsored activities took place during the entire month rather than on one selected day. We estimated that over 500 people attended all of the events.

Advertisement was key to having well attended events. MedPro paid for the printing of the poster of events, which was approximately \$250. Our poster was distributed to the members of AZ Coalition Against Domestic Violence, Maricopa Association of Governments, the Board of Directors of Maricopa Integrated Health System, Value Options, Casa, and the Board of Supervisors. We were able to hand out the posters to other hospitals, such as St. Joseph's and Good Samaritan. Posters were also posted throughout Maricopa Integrated Health System. The lectures were listed in Vista, a newsletter for the employees, physicians, board members and volunteers of Maricopa Integrated Health System; and in Newsline, a publication for Maricopa County employees.

During the month, MedPro and MIHS encouraged the donation of cell phones to be used in the Verizon Wireless Helpline Program. These cell phones were turned into the corporate office to be revamped for women in the Domestic Violence Shelters in Arizona for 911 calls. We collected over 150 cell phones and have decided to continue to collect for as long as individuals donate them.

There were several items that were donated to the program. These were used to encourage attendance to the lectures as well as to enhance the awareness of Domestic Violence:

- MIHS donated 20 pairs of Harkins movie passes (approximately \$140)
- The Phoenix Suns donated 20 pairs of Suns tickets to various games, as well as 20 hats and shirts (approximately \$1500). These items were raffled off after each event.
- The Phoenix Suns also purchased 1000 purple ribbons to distribute for Domestic Violence Awareness (approximately \$250).



MedPro purchased 1000 badge clips with the Center for Healthcare Against Family Violence logo. MedPro also purchased 1000 Domestic Violence badge cards that included important numbers to call in event of Family Violence as well as how to ask the question about Family Violence. MedPro contributed approximately \$700 for these 2 items that were distributed to event attendees.



Guest Lectures

A total of ten guest lectures took place during Domestic Violence Awareness Month, of which Center research staff evaluated four. The first presentation was Domestic Violence and Post Traumatic Stress Disorder. The lecturers were Dr. Dean Coonrod, the Director of Clinical OB/GYN Research and Dr. Marya Cota, an attending psychologist at Desert Vista Behavioral Health. There was an overwhelming interest in this topic. 47 individuals attended this lecture, with standing room only outside of the room.

The next presentation was the Family Advocacy Center and the lecturers were Detective Dave Sampson, a detective with the Phoenix Police Department, Family Investigations



Bureau within the Domestic Violence Unit and Charmaine Ashworth, a Victim Services Specialist within the same department. This lecture was sponsored by TAP Pharmaceuticals, who provided

lunch for 25 people, approximately \$200. 18 people came for this lecture from various departments in the hospital as well as from Southwest Human Development.



The third presentation was Substance Abuse and Domestic Violence with Theresa Truesdell, a Domestic Violence trainer at the AZ Coalition Against Domestic

McNeil Pharmaceuticals Violence. sponsored this lecture by providing lunch for 25 people and there were 34 people in





approximately \$200 for ORTHO-McNEIL lunch. This presentation was well attended and did not provide enough

lunches for the attendees. There were departments from MIHS that



attended this session as well as members of the Psychiatry Department from Desert Vista Behavioral and Southwest Human Development.

Running concurrently with the Substance Abuse and Domestic Violence lecture was a Child Abuse and Domestic Violence presentation. The lecturers were Dr. Partap, a Pediatric Physician at Maricopa Integrated Health System and Maryanne Ashe, a social worker in the Outpatient Clinic at Maricopa Integrated Health System. Lunch was provided by the Department of Pediatrics for the Pediatric Noon Conference. Approximately 20 people attended this lecture.

The fourth presentation was the Sexual Assault Nurses Exam Program with Kim Yedowitz, a RN, Supervisor, Forensic Nurse Examiners at SANE. Wyeth-Ayerst Pharmaceuticals sponsored lunch for 25-30 people, approximately \$200, and 23 people attended this lecture. The audience was primarily made up of nurses and each attendee received information and allowed to ask many questions about the service.





The Main Event was a combination of an awards presentation, several short speeches and community outreach. Special guest Phillip Westbrooks, Councilman from Chandler, spoke regarding the need to increase the awareness of Domestic Violence in the community.

The various agencies that were invited, from the community, were Domestic Violence, Child Abuse or Vulnerable Adult Abuse related. These agencies included:

Family Advocacy Center, Casa, D.E.S. Family Support Preservation Program, MIHS Employee Health/Employee Assistance Program, Area Agency for Aging, AZ Coalition Against Domestic Violence, Sexual Assault Nurses Examiner Program, Parents Anonymous, New Life Center, Sojourner Center, De Colores, Chrysalis, My



Sister's Place, Autumn House, Faith House, Centro de Amistad and Fresh Start Women's Foundation.



Sammy Whitecap, a Social Worker as well as a singer/songwriter sang several original songs. These were very spiritual and moving. Sammy has been working in the field of Social Work for approximately 30 years and has worked with many groups to encourage the healing awareness of Family Violence.

Wauneta Lone Wolf, a survivor, talked about her experience in a Domestic Violence relationship. She also read some poems, one that was powerfully written by a male teenager regarding his life with Domestic Violence.



The event was sponsored by the Phoenix Suns, 6 pharmaceutical companies, MedPro and MIHS, where they supported lunch for 200. The Phoenix Suns contributed \$500 and the pharmaceutical companies contributed \$200-400 each. Approximately 200 individuals attended this event from various departments in the hospital, agencies from the community and the Board of Directors of MIHS. 5 awards were given to outstanding people who have worked in the field of Family Violence and have helped to increase the awareness of Family Violence:

- Channel 3 received an award for producing the Healthcares about Family Violence video to be used for training.
- Doreen Nicholas received an award for her continuing work in training individuals on how to work with victims and how to recognize the problem.
- Jane Brady received an award for her work at MIHS for the past 5 years that included research and the training of medical personnel of how to recognize the problem and how to ask the appropriate question.
- Dr. Dean Coonrod received an award for his extensive work at MIHS and the community in regards to research and the training of the residents and staff.
- Dr. Anu Partap received an award for her work in Pediatrics and the community with regards to Child Abuse and the recognition of Family Violence.

Volunteer Services was instrumental in helping the agencies find their tables, keeping track of the attendance, and handing out ribbons and raffle tickets. Volunteers distributed the posters around the hospital and helped throughout the month as needed.

The fifth presentation was "One Woman's Story" presented by Lorel Stevens. Lorel has been a survivor for 3 years and told her story



about her life with her abusive husband. She discussed how the abuse interfered with her work and how her ORTHO-McNEIL supervisor was an intricate part of helping her get out of the situation. Lunch was sponsored by Ortho-McNeil approximately \$200, Pharmaceuticals,

attended by 45 individuals from various departments within the hospital.



Dr. Dan Sheridan presented the final 3 presentations about Forensic Documentation of Injuries. Dr. Sheridan is a PhD, RN, CNS and is a Forensic Clinical



Nurse Specialist and Assistant Professor at Johns' Hopkins University. His areas of expertise are Forensic nursing, intimate partner violence, harassment of women leaving abusive relationships, healthcare costs of intimate partner abuse, abuse of the elderly and other vulnerable persons as well as child abuse. The Department of OB/GYN and Medicine flew Dr. Sheridan into Phoenix for the presentations and arranged for lodging, transportation and donations (approximately \$2,000). These presentations were made in Grand Rounds for OB/GYN, where 42 attended, Grand Rounds for Medicine and Surgery, where 100 attended, and an inservice for Emergency Department and Trauma nursing staff, where 8 attended. Dr. Sheridan also had a special

presentation to the SANE nurses, where he answered questions and clarified important topics that he felt were necessary to mention.

Evaluation

This section describes the results of the process evaluations conducted on the four selected lectures.

Handouts were distributed to attendees at three of the four lectures. Among those, most attendees agreed the materials were adequate for the presentation. In addition, almost all of the attendees agreed they anticipated using the handouts in the future. See Tables 1 and 2.

Table 1: The handouts were adequate for the presentation

Lecture	No	Agree	Strongly	Not	Total
	opinion		agree	applicable	
Family Advocacy Center	1	5	7	2	15
	6.7%	33.3%	46.7%	13.3%	100.0%
Domestic Violence and Substance		9	8		17
Abuse		52.9%	47.1%		100.0%
Covered Associate Number Everyings		4	8		12
Sexual Assault Nurse Examiner		33.3%	66.7%		100.0%

Table 2: I anticipate referring to the handouts in the future.

Lecture	No	Agree	Strongly	Not	Total
	opinion		agree	applicable	
Family Advocacy Center	1	4	10		15
	6.7%	26.7%	66.7%		100.0%
Domestic Violence and Substance		8	10		18
Abuse		44.4%	55.6%		100.0%
Covered Associate Nuises Everyines		8	2	1	11
Sexual Assault Nurse Examiner		72.7%	18.2%	9.1%	100.0%
One Woman's Story	1	1	5	21	28
One Woman's Story	3.6%	3.6%	17.9%	75.0%	100.0%
All presentations	2	21	27	22	72
All presentations	2.8%	29.2%	37.5%	30.6%	100.0%

About one-fifth of attendees reported there were some issues they were interested in that were not covered by the speakers. See Table 3. Subjects that the attendees reported interest in included children creating violence in neighborhood or within the home, what can be done- prevention, etc., assault in the workplace, more information on substance abuse, training for their program, what happens when a healthcare provider causes violence to a colleague, and a referral list for shelters/treatment programs dual programs/service agencies in the Phoenix area.

Table 3: There were some issues I was interested in that the speakers did not cover.

							
Lecture	Strongly	Disagree	No	Agree	Strongly	Not	Total
	disagree		opinion		agree	applicable	
Family Advocacy		5	3	1	3	3	15
Center		33.3%	20.0%	6.7%	20.0%	20.0%	100.0%
Domestic Violence		5	7	2		1	15
and Substance Abuse		33.3%	46.7%	13.3%		6.7%	100.0%
Sexual Assault Nurse		5	4	1	1	1	12
Examiner		41.7%	33.3%	8.3%	8.3%	8.3%	100.0%
One Woman's Story	1	8	1	1	4	12	27
One Woman's Story	3.7%	29.6%	3.7%	3.7%	14.8%	44.4%	100.0%
All presentations	1	23	15	5	8	17	69
All presentations	1.4%	33.3%	21.7%	7.2%	11.6%	24.6%	100.0%

About nine in ten providers agreed the information provided to them was pertinent to their work. Please see Table 4. The presentations were also reported to play a role in providers' abilities to identify potential domestic violence victims, as almost ninety percent of the attendees reported being impacted by the lectures in this manner. See Table 5.

Table 4: The information was pertinent to my work.

Lecture	No	Agree	Strongly	Not	Total
	opinion		agree	applicable	
Family Advancey Center		5	11		16
Family Advocacy Center		31.3%	68.8%		100.0%
Domestic Violence and Substance		10	8		18
Abuse		55.6%	44.4%		100.0%
Coveral Assault Nurse Eversiner	4	7	1		12
Sexual Assault Nurse Examiner	33.3%	58.3%	8.3%		100.0%
One Wemen's Story	1	9	16	3	29
One Woman's Story	3.4%	31.0%	55.2%	10.3%	100.0%
All presentations	5	31	36	3	75
All presentations	6.7%	41.3%	48.0%	4.0%	100.0%

Table 5: As a result of this presentation I am better able to identify potential victims of domestic violence.

Lecture	Disagree	No	Agree	Strongly	Not	Total
		opinion		agree	applicable	
Family Advocacy Center			6	9	1	16
			37.5%	56.3%	6.3%	100.0%
Domestic Violence and		3	8	4	2	17
Substance Abuse		17.6%	47.1%	23.5%	11.8%	100.0%
Sexual Assault Nurse	1		8	3		12
Examiner	8.3%		66.7%	25.0%		100.0%
One Wemen's Story		1	9	20		30
One Woman's Story		3.3%	30.0%	66.7%		100.0%
All presentations	1	4	31	36	3	75
All presentations	1.3%	5.3%	41.3%	48.0%	4.0%	100.0%

Following the lectures, all attendees responding to the voluntary questionnaire thought it was important for hospital staff to identify victims of domestic violence. Please see Table 6.

Table 6: I think it is important for hospital staff to identify victims of domestic violence.

Lecture	Agree	Strongly agree	Total
Family Advocacy Center	3	13	16
Fairilly Advocacy Certier	18.8%	81.3%	100.0%
Domestic Violence and Substance Abuse	4	14	18
Domestic violence and Substance Abuse	22.2%	77.8%	100.0%
Sexual Assault Nurse Examiner	2	10	12
Sexual Assault Nuise Examine	16.7%	83.3%	100.0%
One Woman's Story	4	26	30
One Woman's Story	13.3%	86.7%	100.0%
All presentations	13	63	76
All presentations	17.1%	82.9%	100.0%

One area where the lectures appeared to have a positive impact was providers' beliefs that they can help domestic violence victims despite a patient's unwillingness to admit to the abuse. Among all the attendees responding to the questionnaire, none were of they opinion that they could not assist in such a situation. Please see Table 7.

Table 7: I can help victims of domestic violence even though they do not admit to the abuse.

Lecture	No	Agree	Strongly	Not	Total
	opinion)	agree	applicable	
Family Advocacy Center		3	13		16
		18.8%	81.3%		100.0%
Domestic Violence and Substance	2	9	7		18
Abuse	11.1%	50.0%	38.9%		100.0%
Sexual Assault Nurse Examiner	1	6	5		12
Sexual Assault Nuise Examine	8.3%	50.0%	41.7%		100.0%
One Woman's Story	2	9	18	1	30
One Woman's Story	6.7%	30.0%	60.0%	3.3%	100.0%
All presentations	5	27	43	1	76
	6.6%	35.5%	56.6%	1.3%	100.0%

Most attendees believed the speakers delivered their presentations effectively. In fact, among all respondents, only two disagreed the presentation they attended was not delivered well. Please see Table 8.

Table 8: The speaker delivered the presentation effectively.

Lecture	Disagree	No	Agree	Strongly	Total
	_	opinion		agree	
Family Advocacy Center	1		3	12	16
	6.3%		18.8%	75.0%	100.0%
Domestic Violence and Substance	1	1	5	10	17
Abuse	5.9%	5.9%	29.4%	58.8%	100.0%
Council Account Name Cycles			1	11	12
Sexual Assault Nurse Examiner			8.3%	91.7%	100.0%
One Weman's Story			4	26	30
One Woman's Story			13.3%	86.7%	100.0%
All presentations	2	1	13	59	75
All presentations	2.7%	1.3%	17.3%	78.7%	100.0%

The presentations usually offered attendees opportunities to ask questions of the lecturers. Of all the voluntary survey responses, only one attendee reported not having an opportunity to ask questions. See Table 9.

Table 9: I had an opportunity to ask the speakers questions.

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Lecture	Disagree	No	Agree	Strongly	Not	Total	
		opinion		agree	applicable		
Family Advocacy Center			5	10	1	16	
			31.3%	62.5%	6.3%	100.0%	
Domestic Violence and		2	7	5		14	
Substance Abuse		14.3%	50.0%	35.7%		100.0%	
Sexual Assault Nurse		2	3	3	3	11	
Examiner		18.2%	27.3%	27.3%	27.3%	100.0%	
One Wemen's Story	1		9	19	1	30	
One Woman's Story	3.3%		30.0%	63.3%	3.3%	100.0%	
All proportations	1	4	24	37	5	71	
All presentations	1.4%	5.6%	33.8%	52.1%	7.0%	100.0%	

Attendees provided a handful of changes to make to the individual lectures they attended. Suggested changes to be made included:

- "Audience participation stating how DV affects them; visual aids" (Family Advocacy Center presentation attendee)
- "Engage with the audience better, be more knowledgeable about the material!" (Domestic Violence and Substance Abuse presentation attendee)
- "Have case vignettes" (Domestic Violence and Substance Abuse presentation attendee)
- "Wait until the end to pass out this evaluation form. You VERY MUCH disrupted the speaker and the group today". (One Woman's Story presentation attendee)

Programmatic Changes

The experience of holding month-long Domestic Violence Awareness Month activities has yielded many proposed changes for the next year. Pertaining to the lectures, it has been suggested that more speakers should be included, and that it would be informative to hear a male talk about his personal domestic violence experiences as a perpetrator. Other ideas for more speakers included having a prosecuting attorney speak on what is needed for a conviction, and for a doctor to discuss the importance of screening to residents and attending physicians during grand rounds.

It is anticipated that, next year the community informational fair might work out better if it is conducted separately from any lectures or guest speakers. With both events taking place simultaneously in one room, there was no opportunity for people to visit the tables during a lecture. It is expected that this change will increase attendance at the tables.

Lunches were provided by pharmaceutical representatives, which helped entice people to attend the events. However, more food was needed for two of the presentations, and more chairs were needed for the one presentation at the end of the month. Another suggested means of drawing attendance to the events is to distribute more useful "freebies" to attendees. Although the specifics of these giveaways have not yet been decided, attendees did respond favorably to the badge attachments; something similar that is functional would be a good way to entice participation in the events.

Due to the considerable amount of money, time and preparation needed to organize such an event, the addition of at least one other community agency to assist in the organization of the event would be useful. Further, participation of other agencies provides them with an opportunity to showcase their agency by providing materials and having their agency name and logo present on all materials. It is hoped that the Center will have such materials available next year.

Advertisement of future events ought to be broader. More agencies will be contacted to assist our effort by sending out flyers to individuals on their mailing lists. Additionally, more hospitals in the area will be approached to promote better attendance and training of medical professionals.